

WHAT IS CLAIMED IS:

1. A method of providing an information transaction machine or the like for public access by an end user to the Internet comprising the steps of:
 providing a data chip having a unique code to an end user;
 requiring the end user to enter certain demographic data pertaining to the end user;
 granting access to the Internet in exchange for the demographic data provided by the end user; and
 matching the data provided by the end user with the data chip provided to the end user.
2. A method as claimed in claim 1 wherein the data chip is delivered to the end user prior to accessing the informational transaction machine.
3. A method as claimed in claim 1 wherein the data chip is dispensed to the end user at the informational transactional machine
4. A method as claimed in claim 1 wherein the data chip is dispensed from the information transaction machine at the conclusion of a session for future use.
5. A method as claimed in claims 1 or 2 wherein the end user is required to update data upon accessing the information transaction machine with the provided data chip.
6. A method as claimed in claim 1 wherein the end user demographic data is sent to preselected advertisers during a use session.
7. A method as claimed in claim 6 wherein specific targeted advertisements are streamed at the end user during a use session.
8. In an information transaction machine or the like for public access to the Internet by an end user the combination comprising, a data chip reading means for accessing and using the information transaction machine;
 input means for allowing the end user to access the ITM by inputting certain required demographic data; and,

dispensing means for delivery of a data chip to the end user for future use of an information transaction machine.

9. An ITM as claimed in claim 8 wherein the data chip is in the form of an ibutton.